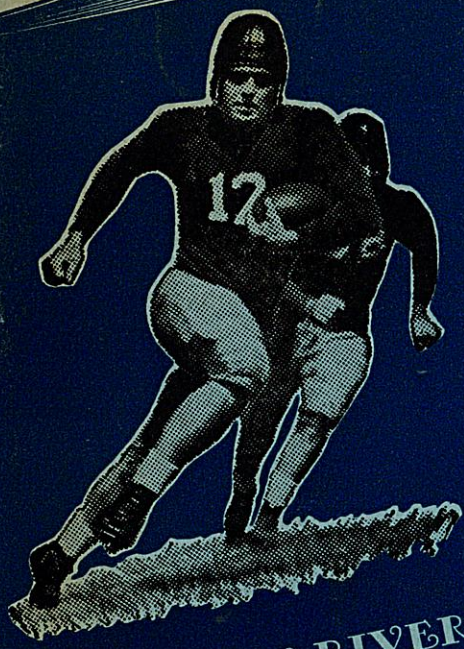


OFFICIAL FOOTBALL PROGRAM

1939

NEW RIVER STATE COLLEGE

Montgomery, West Virginia

Martin Stadium

PRICE 10 ¢

# GOLDEN BEARS

Vs.

# Salem College

Friday Afternoon

**NOVEMBER 10, 1939**

Two o'clock

# MERCHANTS NATIONAL BANK

## Montgomery, W. Va.

FEDERAL DEPOSIT INSURANCE CORPORATION
$5,000 MAXIMUM INSURANCE FOR EACH DEPOSITOR
MEMBER

## Member Federal Reserve System

"A Good Bank In A Good Town"

## WELCOME

New River State College extends a most cordial welcome to the coach and football players of Salem College.

The faculty, the students and the citizens of Montgomery join me in expressing the hope that your visit here this afternoon may be a pleasant one.

Sincerely yours,

Edwards, Maclin

Compliments

Of

Milburn

By-product

Coal and Coke

Company



*Compliments of*

HARRY E. PIRRUNG

*DISTRICT MANAGER*

MUTUAL LIFE INSURANCE CO. of NEW YORK

*"First American Life Insurance Company"*

Champe Building Montgomery, W. Va.



*Compliments of*

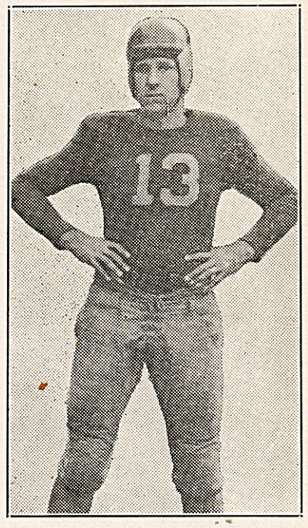
THE PURE OIL COMPANY

O. K. Robinson, Agent

Super-Solvenized Purol Pep – Tiolene Motor Oil
Yale Tires and Tubes

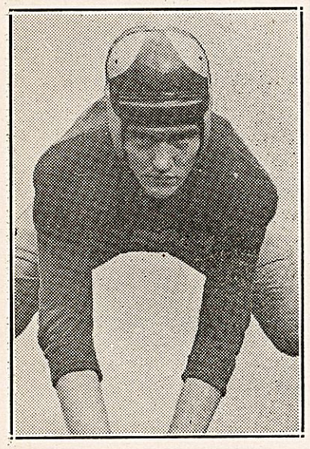
Montgomery, West Virginia


C. D. Parsons, Tackle
Jodie, W. Va.



A sophomore, C. D. Parsons, hits around the 190-pound mark, is 6 ft. 1 in. in height, and plays a tackle position. His home is at Jodie.

Ralph Meadows, Center
East Bank, W. Va.



Aggressive and a great scrapper, Ralph Meadows of East Bank, is an asset to the Golden Bears at his center position. He weighs 165 and reaches into the ozone 5 ft. 11 in. Playing under Bill Calvert last year at East Bank Meadows received numerous press notices for his heads-up style of football.


*Compliments of*

Fayette Insurance Agency

S. J. Champe, Mgr.
General Insurance
309 Washington Street



The Sport Mart
Inc.

*"IT PAYS TO PLAY"*

1017 Quarrier Street
Charleston, W. Va.



GRAND CAFE

*Managed By Frank Scargo, Former Student of*
*New River State College*

Quality food for everyday life.

*Italian Spaghetti With Meat Balls A Specialty*

Phone 9697
311 Washington Street, Montgomery, W. Va.

# *Ride and Drive the 1940*

## *Dodge* Luxury Liner

**With New Full-Floating Ride**

---

*Brown--Layne Inc.*

*Phone 60*

*Gauley Bridge* *W. Va.*



**One Pair Of Eyes Is All That You Will Ever Have**

**Protect them with plenty of light for reading and other close seeing jobs**

**Electric Current With Modern Bulbs and Fixtures Give You More Light for Less Money Than Ever Before**

## Appalachian Electric Power Company

**ELECTRIC RANGES AND HOT WATER HEATERS**

Charles Collins, Tackle
Logan, West Virginia


## F. W. Woolworth Co.

**MONTGOMERY, W. VA.**

**5 & 10 Cent Store**

**A Complete Line of School Supplies**

**We Appreciate Your Patronage**

## Montgomery Drug Company

**P. H. KELLY, Mgr.**

**Opposite Depot on the Corner**

**Phone 87—Montgomery**

## DRUGS

**Compliments of**

## LEWISBURG ICE CREAM COMPANY

**Distributors of**

## GRADE "A"

**PASTEURIZED DAIRY PRODUCTS**

## Compliments Of A Friend

## E. W. KELLY

**Soda Fountain**

**The Best Place to Drink or to Get**
**Sandwiches – Cigars – Cigarettes – Tobacco**
**Confections – Newspapers – Magazines**
***WHITMAN'S CANDIES***

***Where They All Gather***

**FERRY ST.** **MONTGOMERY, W. Va.**

**WELCOME!**
**N. R. Students**
**To The**

## TOWN TAVERN

**A Fine Place To Dine**
**Montgomery, W. Va.**

# COMPLIMENTS

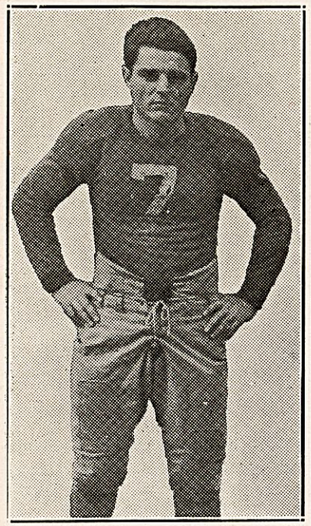
# OF

# MINERS AND SHIPPERS

# OF THE ORIGINAL

# WINIFREDE SPLINT

**Domineck Larry, Halfback**
**Northfork, W. Va.**



Domineck Larry, not a big man as far as college backs go, is being groomed by Coach Steve Harrick for important ball-lugging duties. He's a freshman, hails from Northfork, and weighs 146.


## C. G. Steele Furniture Company

*Every Thing For The Home Including Philco Radios*

412 & 414 Lee Street

Montgomery, W. Va.

## Modern Barber Shop

*Ferrell and Brown*

Just as the name implies
Modern in every respect
Service Unexcelled

LET US SERVE YOU

310 Third Avenue

## ABSALOM-McGRAW MOTOR CO.

–FEATURING–

General Automobile Service

WASHING – GREASING – REPAIRING

All Work Performed By "Men Who Know How"

621 2nd. Ave. Montgomery, W. Va.

## THE WINNER!

Yes a true WINNER—Unexcelled flavor with a smooth soft texture that makes it a popular favorite with every one in the family.

FINER FLAVOR
SMOOTH SOFT TEXTURE
ECONOMICAL
HEALTHFUL ENERGY
SLENDERIZING

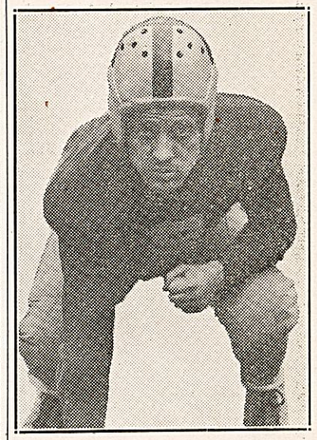
BREAD —::— CAKES —::— PIES

Sold By Your Independent Grocer And Industrial Store

## Purity Baking Company

Charleston —::— Beckley —::— Welch


**Billy Buffington, Guard**
**Point Pleasant, W. Va.**



Billy Buffington, junior, hails from Point Pleasant, W. Va. He is a holdover from last years eleven and is slated to see much service this year. Billy plays guard, is 5 ft. 8 in. tall and weighs 165 lbs.

# FORD

## CARS-TRUCKS-TRACTORS

Visit Our Show Room and See the New

**FORD CARS**

Genuine Ford Parts and Service

## NEW RIVER MOTOR COMPANY

Day Phone 295 :-: Nite Phone 349

Wrecking Service

174-Fourth Avenue - Montgomery, W. Va.

Opposite City Hall


**THE GAME BY QUARTERS**

| | N R S | Visitors |
|---|---|---|
| 1 Q. Score | | |
| First Downs | | |
| Passes Completed | | |
| 2 Q. Score | | |
| First Downs | | |
| Passes Completed | | |
| 3 Q. Score | | |
| First Downs | | |
| Passes Completed | | |
| 4 Q. Score | | |
| First Downs | | |
| Passes Completed | | |


## HENDERSON'S DRUG STORE

*Cut Rate Prices At All Times*

OUR STOCK OF

Patent Medicines, Toilet Articles, Perfumes, etc., Eastman's and Ansco Cameras and Supplies, Sick Room and Nursery Supplies

*VISIT OUR SODA FOUNTAIN*

Phone 378 Montgomery, W. Va.

## HEADQUARTERS

For

MANHATTAN SHIRTS and PAJAMAS – INTER-WOVEN SOCKS – PIONEER BELTS – SOCIETY CLUB HATS – FREEMAN SHOES

## The National Shop

*Montgomery, West Virginia*

## State Automobile Mutual Insurance Co.

*"Sure Insurance At Lowest Cost"*

Also Fire Insurance at a Saving

PHONE 315

*R. J. PEEBLES, Agent*

*219½ Fourth Ave.* *Montgomery, W. Va.*

In The Scenic Area Of Switzerland Of America

## CONLEY HOTEL

New And Modern

U. S. Route 60, 21, and 19 — Gauley Bridge, West Virginia

All Steel Furniture in Every Room. All Beds Equipped with Simmons Box-spring and Simmons Beauty Rest Mattress

OPEN DAY and NIGHT

One of West Virginia's Leading Hotels. 45 Rooms with Private Bath. 7 with Running Hot and Cold Water

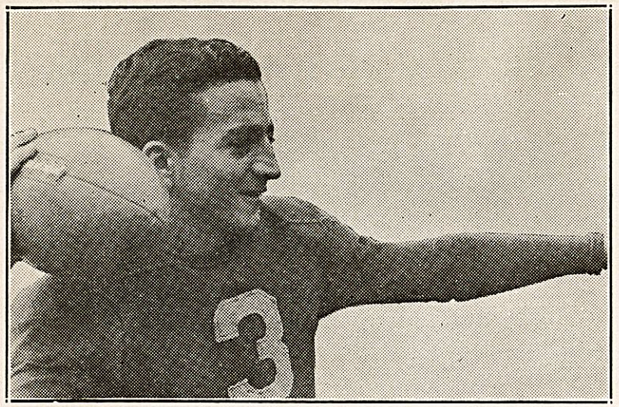
Compliments

Of

## Alex B. Mahood

*ARCHITECT*

Bluefield, W. Va.



Possessing a natural passing ability, Frank Tallarico of Stickney, is a freshman halfback who fits right into the Golden Bear's razzle-dazzle aerial attack. His weight—160. His height—5 ft. 8½ in.


Southeastern

Gas and Water Co.

Clean, Safe & Economical

NATURAL GAS

Your Silent Partner



Royal Shoe Shop

*Benny Filiaggi, Proprietor*

EXPERT ON WOMEN'S CEMENTED LEATHER SOLES

*Montgomery, W. Va.*



Brown Service Station

*Standard Products*

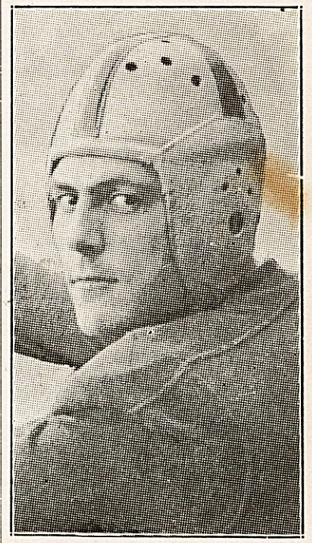
Phone 9677

Corner Fifth and Lee Street

Montgomery, W. Va.


Mike Zulick, End

Elkhorn, W. Va.



# THE NEW RULES

Two changes grace the football rule books this year and you don't have to be a triple-distilled gridiron nut to understand them.

The idea is simple—the rules are designed to streamline the passing attack and eliminate that dastardly formation known as "screening."

The new rules, drawn up at Colorado Springs in January by the Rules Committee of the National Collegiate Athletic Association are:

1. The penalty for a forward pass striking an ineligible player shall be the loss of a down and 15 yards from the point of the previous down instead of loss of the ball.

2. All ineligible players—usually center, guards and tackles—cannot advance ahead of the line of scrimmage until a pass is thrown. The penalty for violation of this will be 15 yards and the play also will count as a down.

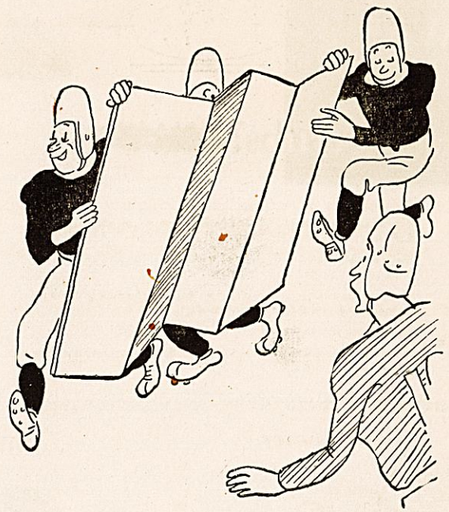
Lou Little, Columbia coach who is president of the American Football Coaches Association, says these rules are "a fine progressive step for offensive football."

Commenting on what rule change No. 1 will mean, Lou has this to say:

"The new rule undoubtedly will encourage tricky downfield passes, and will doubtless increase the use of the short forward pass behind the line, as well as the short spot-pass just over the line of scrimmage."

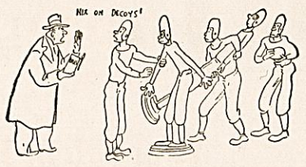
In the past a team using the shovel pass, as well as the short bullet pass just over the linemen's heads risked the loss of the ball if it happened to strike an ineligible receiver. With a lighter penalty for such an infraction, quarterbacks will be more inclined to utilize this aerial maneuver.

The screen pass is definitely barred by reason of the rule prohibiting the center, guards, and tackles from advancing beyond the line of scrimmage until the ball is actually thrown. They will be able to take only their initial charge, then remain stationary until the cowhide leaves the passer's hands.

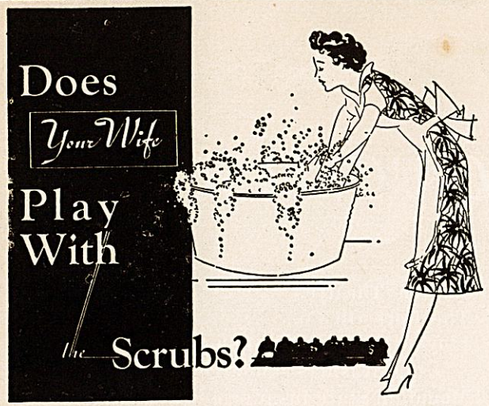


Walter T. Okeson of Lehigh, the chairman of the Rules Committee, believes—as we do—that the second change will increase passing efficiency and produce more spectacular plays.

"With fewer players able to go down under a pass," Okeson says, "the chances of longer runbacks of intercepted passes will be greater. Also, with only eligible receivers allowed to go down for a pass, there will be less screening of the pass against opposing players."




That doesn't mean there will be fewer potential pass-catchers down there waiting to snatch the ball because the backs and ends still can go down under a pass. But it will eliminate sending half the line down to act as decoys and pull the defensive team away from the man whom the pass eventually will be thrown to.




DAY after day, football's unsung heroes, the scrubs, go out and take their beating from the varsity.

Theirs is a rough grind, with plenty of work and hard knocks, and none of the fun and glory of the varsity player.

But their grind is not as tough as that of the woman who needlessly scrubs her youth away over the weekly washboard.

Promote your wife to the varsity! Take her off the scrubs!

Let us do the scrubbing. It's our business to do it quickly, safely and economically.

**American Dry Cleaning and Laundry Company**

405 Fourth Avenue

Montgomery, W. Va.

Phone 255


## Salem Center

Bulwark of the Salem Tigers' forward wall is the lad pictured above. Joseph Pishioneri is his name and he hails from Ellwood City, Pa.

**Ray, Fight—**
**Ray, Ray, Ray, Ray**
**Fight, Fight, Fight, Fight**
**Ray, Ray, Ray, Ray**
**Gr—o—wl—Bears**
**Gr—o—wl—Bears**
**Fight, Fight, Fight**

## Bill Hammar

**Bill Hammar, a star product of East Bank high school, is in his fourth year of pigskin duty for the Golden Bears.**

### Fight Locomotive

**Fight, Fight, Fight, Fight — Slow**
**Golden Bears**
**Fight, Fight, Fight, Fight — Moderate**
**Golden Bears**
**Fight, Fight, Fight, Fight — Faster**
**Golden Bears**

## Salem Quarterback

Howard Pepper, 161-pound quarterback, from Salem, rates as one of the Tiger's ace field generals. Only a freshman, Pepper is giving Pilati, varsity quarterback, plenty of competition for the position.

## Salem Halfback

Frank "Chris" Colombo is one of Salem's top-notch halfbacks. He is a junior and weighs 170 pounds.

**Growl Bears!**
**Growl Bears!**
**Growl Bears!**
**Growl Bears!**
**Bitem, Bitem, Bitem.**

# List Of Advertisers

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Cannelton Coal & Coke Co., Cannelton, W. Va.
Withrow-Mearns Co., Ladies Coats, Dresses, Montgomery, West Virginia
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Brown Service Station, Montgomery, W, Va.
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Elk Furniture Co., Convenient Credit Terms Montgomery, West Virginia
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Montgomery Finance Co., .....Montgomery
J. F. White & Son,.....Montgomery
C. G. Steele Furniture Co.,.....Montgomery
Star Dining Car,.....Montgomery, W. Va.
Modern Barber Shop, Montgomery, ..W. Va.
Fayette Insurance Agency,....Montgomery
West Virginia Water Co. .....Montgomery
Dr. Pepper, Sun Crest Drink, ....Charleston
B. C. Hooper, Mortician, .....Montgomery
Electro Metallurgical Co., .....Alloy, W. Va.
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State Automobile Mutual Insurance Company Montgomery, West Virginia
College Drug Store, .....Montgomery
Grand Cafe, .....Montgomery
Blue Ribbon Bus Line, Schedule Between Montgomery, Powellton & Elkridge
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Montgomery National Bank, ...Montgomery
Compliments Of A Friend, ....Montgomery
Brown-Layne (Dodge), .....Gauley Bridge
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Blossom Dairy, .....Charleston, W. Va.
Town Tavern, .....Montgomery
The Copco Paper Co., .....Charleston
Reed & Baber (Rexall Drug Store),..Montgomery, West Virginia

# New River State

| LE | LT | LG | C | RG | RT | RE |
|---|---|---|---|---|---|---|
| Hammar | Collins | Zack | Meadows | Ramsey | Sbordone | Waugh |
| 41 | 50 | 38 | 44 | 30 | 48 | 36 |

Q
Roysden
40

LH
N. Johnson
47

RH
Bordok
31

F
White
32

**SQUAD LIST**

| | | | | | |
|---|---|---|---|---|---|
| 30 | Ramsey, g | 39 | Craffy, e | 47 | N. Johnson, b |
| 31 | Bordok, b | 40 | Roysden, b | 48 | Sbordone, t |
| 32 | White, b | 41 | Hammar e | 49 | Parsons, t |
| 33 | Buffington, g | 42 | Connor, g | 50 | Collins, t |
| 34 | Larry, b | 43 | Rhodes, c | 51 | DeMark, t |
| 35 | Barker, b | 44 | Meadows, c | 51 | Arena, g |
| 36 | Waugh, e | 45 | Humphreys, c | 53 | Tallarico, b |
| 37 | Gelfrigo g | 46 | Zulick, e | 54 | Smith, e |
| 38 | Zack, g | | | | |

Stephen Harrick. Coach

Referee, Doc Fitch, Marshall; umpire, Tom Dandelet, St. Vincent; Head lineman, Phil Hill, W. V. U.

| SCORES | 1st | 2nd | 3rd | 4th | Total |
|---|---|---|---|---|---|
| SALEM | | | | | |
| BEARS | | | | | |

# Salem

| LE | LT | LG | C | RG | RT | RE |
|---|---|---|---|---|---|---|
| Flanagan | Poling | Fultz | Morris | Ides | Bohince | Thompson |
| 58 | 33 | 15 | 51 | 46 | 45 | 55 |

Q
Pilati
54

LH
James
48

RH
Asay
13

F
West
52

**SQUAD LIST**

| | | | |
|---|---|---|---|
| 13 | Jack Asay | 48 | Charles James |
| 10 | Derwin Bird | 39 | Norman Lewis |
| 45 | Louis Bohince | 51 | Lindsay Morris |
| 53 | William Bowers | 56 | Charles Pearcy |
| 26 | Robert Bracken | 18 | Howard Pepper |
| 29 | Clark Coffman | 54 | Nino Pilati |
| 41 | Frank Colombo | 50 | Joseph Pishioneri |
| 45 | George Davis | 33 | Jaurette Poling |
| 12 | S. Dolcemaschio | 34 | Roy Romine, Jr. |
| 11 | Emil Fernandez | 27 | Clifford Sadler |
| 58 | James Flanagan | 23 | Clayton Sutton |
| 15 | Waldo Fultz | 55 | William Thompson |
| 42 | Kenneth Golden | 52 | John West |
| 22 | Zane Gray | 57 | Ross White |
| 46 | Al Ides | | |

Head Coach: T Edward Davis
Assistant Coach: C. Sam Kistler

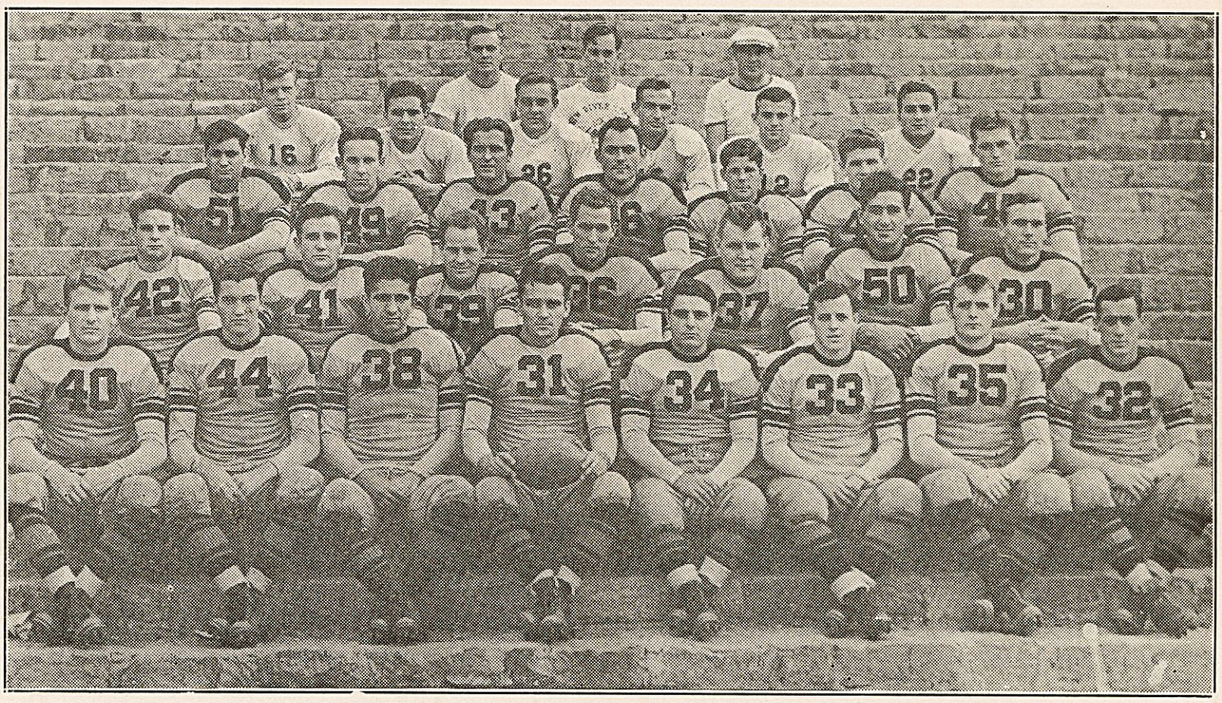
Time Out...

light up with Chesterfield

They Satisfy

Copyright 1939, Liggett & Myers Tobacco Co.

# New River State's 1939 Golden Bears



Pictured above are the Golden Bears of 1939 who clash with Salem College today in Martin Stadium. This will be the last home game of the season.

Front row, left to right; Cliff Roysden, Ralph Meadows, Tony Zack, Louis Bordok, Domineck Larry, Bill Buffington, Fred Barker, Mike White. Second row, left to right; Irvin Connor, Bueford Johnson, Oscar Smith, Lee Waugh, Ichabod Dawson, Charles Collins, Robert Ramsey. Third row, left to right; Joseph Arena, C. D. Parsons, Pete Craffy, Mike Zulick, Orville Humphreys, John Sbordone, Nile Johnson.

Fourth row, left to right; Herstle Cole, Tony DeMark, Leonard Smith, Russell Rhodes, John Reed, Frank Tallarico. Last row, left to right; Hugh Bosely, manager; John Morton, assistant manager; Steve Harrick, coach.


Compliments
Of
Montgomery
Chamber
of
Commerce

# Compliments

# Of

# CANNELTON

# COAL & COKE

# COMPANY


Louis Bordok, Halfback

Seth, W. Va.

An important holdover from last year's squad, Louis Bordok, a senior, is expected to carry a large share of the ball-carrying burden. He plays both a halfback and fullback position and Seth is his home town.

## GOLDEN BEAR'S 1939 FOOTBALL SCHEDULE

| | | |
|---|---|---|
| Sept. 30 | Shepherd St. | A |
| Oct. 6 | Bluefield (N) | H |
| Oct. 13 | Rio Grande | A |
| Oct. 20 | V.P.I. "B" Ten. | A |
| Oct. 28 | Glenville | H |
| Nov. 3 | West Liberty | A |
| Nov. 10 | Salem | H |
| Nov. 17 | Concord State | A |

Steve Harrick, Coach


*Compliments of*

## FAYETTE BOTTLING & ICE CO.

Montgomery, West Virginia

## B. C. Hooper

Mortician

*Understanding, Sympathy, Service*

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*Our Low Cost Includes Chapel Use*

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*Montgomery* *West Virginia*

# Compliments Of Electro-Metallurgical Company

Alloy W. Va.


New River

Mentor

Stephen Harrick, athletic director at New River State College, extends greetings to the visiting coach and players.


*Again Comes*

THE LEADER STORE

*With Smart Styles of Fall and Winter*

COATS–SUITS–DRESSES–MILLINERY & SHOES

Excellent Quality Merchandise–Moderate Prices

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Prescriptions A Specialty

*The REXALL Store*

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*Bottled By*

Dr. Pepper Bottling Company

*Charleston* *West Virginia*

J. F. White & Son

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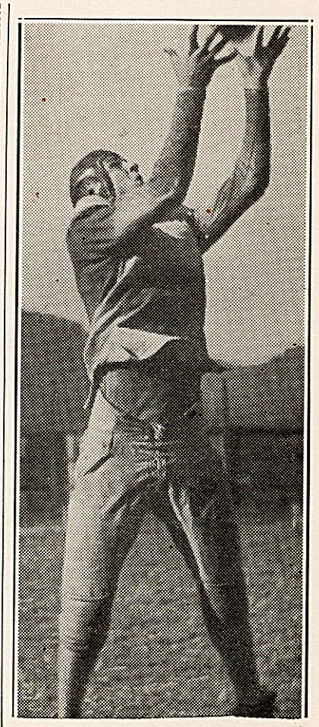
| — MEN'S — | — LADIES' — |
|---|---|
| Florsheim Shoes | Jolene Shoes |
| Jarman Shoes | "No-Mend" Hose |
| Westminster Hose | Selby "Styl-eez" Shoes |
| "Kaynee Boys Clothing" | X-Ray Shoe Fitting |

315 Ferry Street Montgomery, W. Va.

Lee Waugh, End

CHEVROLET

# Brown Chevrolet Company

## SALES

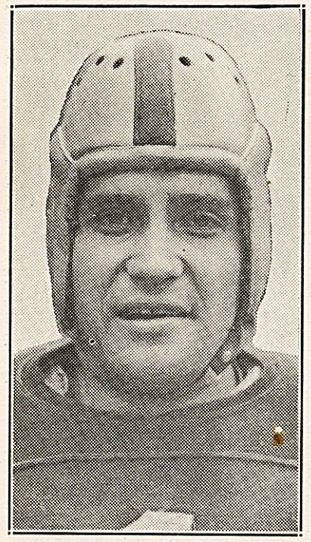
## and

## SERVICE

**PHONE 372**

**322-324, 4th. Ave. – Montgomery, W. Va.**

**Bueford Johnson, Quarterback**
**Hurricane, W. Va.**



Used as a blocking back on the Golden Bear's eleven, Bueford Johnson displays the type of football that Coach Steve Harrick's team needs.

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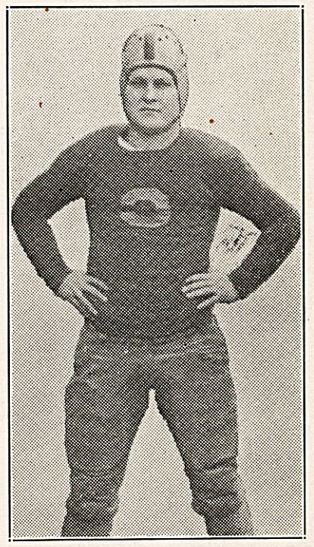
EASY CREDIT TERMS

**Ichabod Dawson, Tackle**
**Boomer, W. Va.**



A former West Virginia University freshman star, Ichabod Dawson, adds the necessary heft to the Golden Bears forward wall. He weighs 190, is 5 ft. 11½ in. tall.

# BLUE RIBBON BUS LINE

**Local Time Schedule Between**

## Montgomery, Powellton and Elkridge

| EAST BOUND | | | | | | WEST BOUND | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Daily | Daily | Daily | Daily Ex. | Daily Sun. | | Daily Ex. Sun. | Daily | Daily | Daily | Daily |
| P.M. | P.M. | P.M. | A.M. | AM. | | A.M. | P.M. | P.M. | P.M. | P.M. |
| 10:00 | 6:00 | 2:00 | 11:00 | 8:30 | Lv. Montgomery Ar. | 9:37 | 12:07 | 3:07 | 7:07 | 10:37 |
| 10:04 | 6:04 | 2:04 | 11:04 | 8:34 | Lv. Crescent Lv. | 9:33 | 12:03 | 3:03 | 7:03 | 10:53 |
| 10:07 | 6:07 | 2:07 | 11:07 | 8:37 | Lv. Eagle Lv. | 9:30 | 12:00 | 3:00 | 7:00 | 10:50 |
| 10:10 | 6:10 | 2:10 | 11:10 | 8:40 | Lv. Mouth Armstrong Lv. | 9:27 | 11:57 | 2:57 | 6:57 | 10:47 |
| 10:12 | 6:12 | 2:12 | 11:12 | 8:42 | Lv. Kimberly Ar. | 9:25 | 11:55 | 2:55 | 6:55 | 10:45 |
| 10:16 | 6:16 | 2:16 | 11:16 | 8:46 | Lv. Columbia Lv. | 9:21 | 11:51 | 2:51 | 6:51 | 10:41 |
| 10:20 | 6:20 | 2:20 | 11:20 | 8:50 | Lv. New Powellton Lv. | 9:17 | 11:47 | 2:47 | 6:47 | 10:37 |
| 10:22 | 6:22 | 2:22 | 11:22 | 8:52 | Lv. Abbots Crossing Lv. | 9:15 | 11:45 | 2:45 | 6:45 | 10:35 |
| 10:25 | 6:25 | 2:25 | 11:25 | 8:55 | Ar. Powellton | ---- | ----- | ---- | ---- | ----- |
| 10:25 | 6:30 | 2:30 | 11:30 | 9:00 | Lv. Powellton | ---- | ----- | ---- | ---- | ----- |
| 10:30 | 6:35 | 2:35 | 11:35 | 9:05 | Ar. Elkridge Lv. | 9:10 | 11:40 | 2:40 | 6:40 | 10:30 |
| P.M. | P.M. | P.M. | A.M. | A.M. | | A.M. | A.M. | P.M. | P.M. | P.M. |

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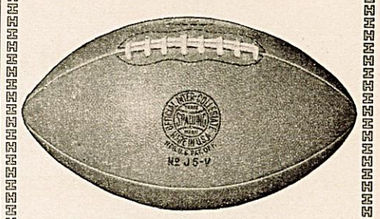

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